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# Strategic Leadership Newsletter: Volume 3, Number 2

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# Strategic Leadership Newsletter

Volume 3 Number 2  
June 1, 2017

*Strategic Leadership Newsletter* reports information relevant to the *Philadelphia University Doctoral Program in Strategic Leadership* and its community including personal and professional events and accomplishments, new practices, research and opportunities, and suggestions. You are encouraged to forward the *Newsletter* to friends and colleagues to expand awareness and to brand yourself as a community member. You are also invited to recommend people or organizations to be added to the mailing list. Contact *Strategic Leadership Newsletter* by emailing [strategicleadership@philau.edu](mailto:strategicleadership@philau.edu) or the Editor [starri@philau.edu](mailto:starri@philau.edu).

PHILADELPHIA UNIVERSITY'S  
Doctor of Management  
in Strategic Leadership

POWERED TO DO WHAT'S NOW,  
POWERED TO DO WHAT'S NEXT.



[Annual Sharing Day workshop where Matt delivered the Keynote Address.](#) The May 4 event was sponsored by the New Jersey Organization Development Learning Community, a “passionate group of Organization Development (OD) professionals dedicated to improving and evolving our professional value to our organizations, our community and to each other through sharing of experiences, education, and solutions to today’s OD challenges.”

## DSL at NJOD



[Michael Asada \(DSL'18\)](#), [Dr. Matt Minahan](#), and [Derek Hunsburger \(DSL'18\)](#) attended the New Jersey Organization Development

## Project Feedback



The ASL [DSL Strategic Planning Project](#) initiated in summer 2016 by Pam Vaughan Sturgeon, PhD, Executive Director of [Alpha Sigma Lambda National Honor Society](#) produced this feedback: “The new ASL website is live and we are very pleased with the new excitement and growing community around ASL. I especially enjoyed working

and learning from your presentations, and wanted to reach out to you in case you missed our [article and photo about our strategy sessions with you and the DSL community](#).

## **EDBAC Conference**

**Call for attendees** to the Annual [EDBAC Engaged Management Scholarship Conference](#) to be held at the **Muma College of Business, University of South Florida, Tampa, 8-10 September 2017**.

**Call for authors** to submit papers due 31 May 2017. Most other submission types are due by 15 June 2017:

- \* Regular submissions
- \* Posters
- \* Panel proposals
- \* Workshop proposals

In addition, authors will have the option of submitting articles to be fast tracked for publication in two new journals that have been launched by USF's Muma College of Business: the [Muma Case Review](#) and the [Muma Business Review](#). Author [instructions can be found here](#).

## **International Institute of Business Analysis**

The [Greater Philadelphia Chapter is a member of the International Institute of Business Analysis \(IIBA\)](#). The IIBA's mission is to develop and maintain standards for the

practice of business analysis and for the certification of its practitioners. The IIBA publishes its Business Analysis Body of Knowledge (BABOK), and administers the Certified Business Analysis Professional (CBAP) designation.

To: [Dr. Joel Adler](#) and [Dr. Larry M. Starr](#)

On behalf of the Philadelphia chapter of the IIBA, thank you for sponsoring the professional development day. You helped to elevate the expertise of business analysts in the Philadelphia area. We couldn't have done it without you.

## **Systems and Design Thinking Thank You From Penn GAPSA**

[Dear Dr. Pourdehnad](#): Thank you for allowing me to attend the [GAPSA Redesign Project](#). I am amazed by how much I learned. As you are aware, I am a PhD student in the Penn medical school and we have very little exposure to fields such as consulting and even less methods and strategies of consulting. This course greatly influenced the direction of my career path. As Biomedical PhD students, we are mainly instructed to follow an academic career and mentored likewise. But this experience allowed me to tap into a non-academic career that otherwise I would have never come across.

Working with you and the team members was a very enriching experience. So much, that we will be applying some of the same systems and design thinking strategies learned to assess the current state and

effectiveness of PhD education in reaching career goals in the school of medicine and to use this to inform new career program development.

I also had a lot of fun writing this white paper! I had so many ideas and writing the paper pushed me out of my comfort zone since the language we use in science is less creative and more structured in terms of establishing an experiment, finding the result and simply reporting a conclusion. In this project, I was pushed to be creative in content and to make suggestions. It takes science one step higher because “making suggestions” can eventually influence a whole system. It also pushed me to research the different factors that affect an institution and strategies implemented by other organizations to solve similar problems.



**Date:** May 4, 2017

**From:** [Stephen Spinelli, Jr, President, Philadelphia University](#)

After a thoughtful, year-long process and with input from you, students, alumni and employers our boards of trustees have approved **Thomas Jefferson University** as the name of our transformed, comprehensive university – once our agreement is finalized this summer. We will refer to the University as **Jefferson** in common usage. We will also create *The Philadelphia University Honors Institutes*, including *The Philadelphia University Design Institute*, as an important way to elevate and

preserve the strong equity in the Philadelphia University brand. Our sport team mascot will continue to be *Phil the Ram*, and our athletics teams will be known as the *Jefferson Rams*.

## AGILE NYC

[Bob Schatz \(DSL '18\)](#) reports that on July 24, 2017, he will be [speaking at AgileNYC](#) in New York City about engaging users/customers in the agile product development process. Bob will describe that this is an underused practice because there is fear in many organizations about bringing the customer or user in for ceremonies that seek feedback.

## US Government GAO

**Bob** also reports that over the past year, he has been working with the US Government Accountability Office (GAO) as part of an Agile Experts Group developing guidance for federal government agencies, GAO auditors, and major government contractors that will help transform federal projects to using agile practices successfully. The effort will result in a GAO Agile Software Development Auditors Guide. This is a follow-up to a GAO guide he helped author in 2012: [Effective Practices and Federal Challenges in Applying Agile Methods](#).

## DSL Scrum Master



On May 11, [Eugene de Klerk \(DSL '18\)](#), successfully earned the designation, **Certified Scrum Master (CSM)** in a class taught by **Bob Schatz** in Washington, DC. A **scrum master** is the facilitator for an agile development team. **Scrum** is a methodology that allows a team to self-organize and make changes quickly, in accordance with agile principles. The **scrum master** manages the process for how information is exchanged.

Should we assume that Bob awarded his classmate an A?

## New Admits, so far

As of today, DSL **has admitted** the following new doctoral students **for fall 2017**.

[Syed Kazmi](#) (from Karachi, Pakistan); MBA in Chartered Financial Analysis; IM Consultant Inc., Account Executive (Haverford, PA)

[Viresh Verma](#) (from Mexico City, Mexico); MBA; Sourcing Project Manager, Bank of America Merrill Lynch (Mexico City)

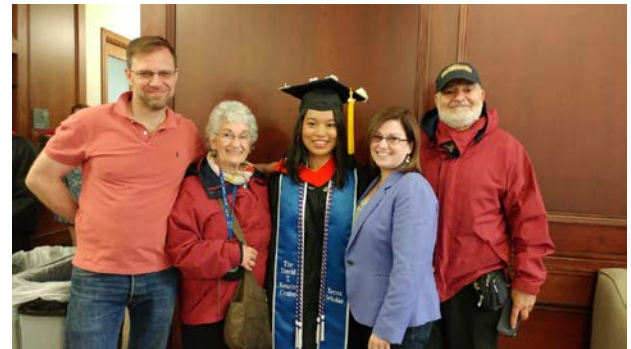
[Saumya Manglik](#) (from Delhi, India); MBA in HR; Max Group Senior Living (Delhi, India)

Mark Pisacane; MBA in Marketing; National Account Sales Manager, Pepperidge Farms/Campbell's Soup Company

[Joy Azikiwe](#); MBA; Sr HR Labor/Relations UPenn; Adj Prof., Wilmington University; Adj Prof., Rowan University

Raul Virella; MSA; Senior Investigator NJ State Labor/Workforce Compliance

## All in the Family



Proud parents Eric and [Adena Johnston \(DSL '18\)](#), and grandparents Elaine and Julius Ellison are thrilled to announce the graduation of our daughter, Shira Johnston, from the University of Rochester. Shira graduated on May 22nd with a B.S. in Chemical Engineering and a minor in Psychology, and was inducted into the Order of Engineers. Shira will join **Thomas Jefferson University** in the fall of 2017 as a Ph.D. student in Cell Biology and Regenerative Medicine. Who could have predicted that mother and daughter would earn doctorates from **Jefferson**?





The Schatz family - **Bob** and Sheri; and Dan, Stephanie, Brayden, Harper, Melanie, Eric, Kayla, Alex - brother, sister, brother/sister-in-law, girlfriend, nieces, nephew - is proud of our latest graduate, Derek Schatz who earned his MBA from Philadelphia University in May 2017. He also has a BS in Computer Science from West Chester University. Derek is now employed at Sunguard Availability Services in Wayne, PA as a Senior Quality Assurance Engineer.

Next to graduate? Bob wrote: "That would be me from **Jefferson** in May 2018!"

[Dr. Larry Hirschhorn](#) has created a [Dynamics of Consulting workshop](#) that will hold its first program in October 2017 and January 2018 at the [Penn Club in New York City](#). The program is for experienced consultants who work in a wide range of settings and geographies including from Latin America, the US, Europe and Russia.

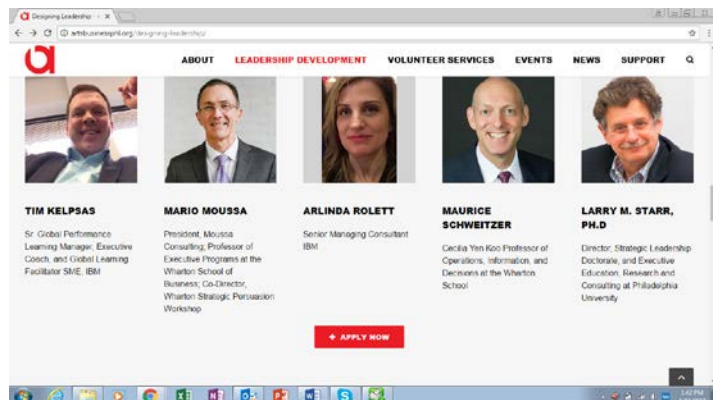


[Dr. Larry M. Starr](#) joined (former student) [Joel Quast](#), Senior Manager of Organizational Effectiveness, Organizational Development and Change Management at Novo Nordisk, [Eileen Cunniffe](#), program director for Philadelphia's Arts + Business Council of the Chamber of Commerce for Greater Philadelphia, and (not pictured) Angela V. Harris, from Independence Blue Cross for a panel discussion on leadership and culture.

The organizer of the event, (former student) Erica Wexler, Owner of [Transformational Guidance, LLC](#) wrote, "Thank you so much for your incredible contributions during the Create a Culture of Leadership roundtable in Philadelphia on March 29, 2017. The feedback from the attendees about the ideas you shared during the panel session has been tremendous. Specifically, your insight about creating a vision for what you want and then working backwards really hit a

chord and has led a number of people to think and engage differently as a result.”

## Designing Leadership



**Designing Leadership** is an executive development program that serves leaders and teams from the city’s top creative and cultural organizations in Philadelphia.

**Hi Larry,**

I just want to jump into this chain and formally thank you for everything. Your lesson on ***“Decision Making in a VUCA World”*** was fantastic, and the participants responded to your work very well. Thanks!

Tommy Butler  
Manager, Operations + Creative  
Programming, Arts + Business Council of  
Greater Philadelphia

## National Ranking

Philadelphia University’s Doctorate in Strategic Leadership is ranked #22 in the top 50 US Doctorates in Business Management for 2016.



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